

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Great Graphic Originals

Delaware Manufacturing Extension Partnership

Great Graphics Seeks Revenue Growth

Client Profile:

Great Graphics Originals Ltd. produces a line of luxurious sweatshirts, T-shirts, canvas tote bags, and other screen-printed items, which it sells to retailers. The company was founded in Denver, Colorado in 1978 and moved to Dover, Delaware in 1982. Great Graphics employs one full-time and one part-time worker, and provides contract work to approximately 10 others.

Situation:

Great Graphics faced a wave of new competitors in a shrinking market. Many of the small retailers in the company's customer base were closing, victims of a slumping economy and chain-store competition. Great Graphics profited from a marketing-for-manufacturers program called Driving Revenue Growth, a key service of the Delaware Manufacturing Extension Partnership (DEMEP), a NIST MEP network affiliate.

Solution:

The six-month Driving Revenue Growth program is unique to DEMEP. A handful of participating manufacturers send representatives to monthly program meetings. Consultants teach principles of marketing planning, and participants discuss applications for their individual businesses. Participants also meet individually with a consultant. As part of the Driving Revenue Growth program, Great Graphics analyzed possible new markets and identified markets to avoid. With a better idea of which markets could be lucrative for the company, Great Graphics focused its marketing efforts and won five major new contracts in 2002. These wins increased annual sales by 50 percent for the year.

Results:

Targeted specific markets and planning strategic marketing approach.
Won 5 new contracts in 2002.
Increased annual sales by 50 percent in 2002.

Testimonial:

"Without the Delaware Manufacturing Extension Partnership's Driving Revenue Growth program, we probably wouldn't have had the [sales] increase we had. It made us think differently. We have a whole different way of looking at our market and choosing our customers."

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Bill Holler, Owner